

ABSTRACT

In general, in one aspect, the invention features a method of facilitating the conception of one or more inventions in a target market and/or technology areas by a group of one or more participants. The method may include the following; a set of one or more steps accomplished by 5 a facilitator, and may include one or more of the following steps. First, communicating guidelines for creative thinking to the participants, wherein the guidelines for creative thinking may include creativity tools. Second, facilitating any one or more of the following steps: conceiving of and establishing a mess statement; conceiving of facts, data, and/or relevant attributes relevant to the mess statement; conceiving of problem statements related to the mess 10 statement, wherein the problem statements may be identified using creativity tools and/or creative stimuli comprising one or more of the facts, data, and/or relevant attributes as creative stimuli; conceiving of elements of solutions to the problem statements, wherein the elements may be conceived using creative stimuli such as the problem statements and one or more of the facts, data, and attributes as creative stimuli; conceiving of inventions using one or more creative 15 stimuli which may include stimuli selected from one or more creativity tools using one or more of the problem statements and one or more elements; and expanding one or more of the inventions.